Pitching vs. press releases

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The old vs. new way of getting coverage

- Press releases are the traditional way of getting coverage for your company
- You hire a press agency who works with you to write an official press release that includes things like your company mission and product description
- The agency sends out the release through its official channels to newspapers and magazines
- **Nowadays, press releases are mainly used by large companies when something important happens in the company, like hiring a new CEO**
- Press releases are pre-written stories, which makes everything easier for the reporters
- However, the old methods don't work as well anymore, because:
  - anyone can publish content online now
  - official press releases are boring
  - traditional press releases are written from one point of view, they just communicate facts
  - press releases are an outbound effort - you can't just throw something out there and hope that someone will cover it

- **Today, in order to get coverage you have to find people with big audiences and reach out to them with a pitch (usually through an email)**
- You still have to prepare the information yourself, but you have to adapt it to each person's audience
- If your pitch is relevant to the reporter/outlet, you have a better chance of getting covered